

AAAAI Practice Management Workshop

July 12 - 14, 2019 • Cincinnati, OH

Exhibitor Prospectus

Invitation to Participate

The American Academy of Allergy, Asthma & Immunology (AAAAI) invites you to participate in the 2019 Practice Management Workshop in Cincinnati, OH, July 12 – 14, 2019. This unique weekend event focuses *exclusively* on the business side of medicine.

Attendees include 200-250 allergist/immunologists, A/I fellows-in-training and A/I office managers and administrators, with many offices bringing teams of physicians and administrators. About two-thirds of attendees are physicians.

Supporters have the opportunity to exhibit, host a non-CME Program, and/or sponsor a specific element of the workshop.

Exhibit Booths

The Practice Management Workshop features table top exhibits only. The following is included with your exhibit booth:

1. One 6 or 8 foot draped and skirted table
2. Two chairs
3. Complimentary exhibitor badges
4. Electrical outlet or power strip connection
5. Complimentary Wi-Fi connectivity in exhibit area for up to 2 devices
6. Two sets of attendee contact mailing information provided June 17, 2019 and July 3, 2019 (no email addresses)
7. Listing on the AAAAI's Practice Management Workshop website
8. Exclusive access to 200-250 Allergist/ Immunologists, fellows-in-training, and A/I office managers and administrators

In addition to the items outlined above, you may purchase high boy tables and additional Wi-Fi access for additional fees (see supporter application for pricing).

Booth space is assigned on a first come, first serve basis and limited to the first 12 exhibitor applications received.

Exhibitor Information

Exhibit Hours

Exhibits will be open Friday afternoon and during meals and programming breaks on Saturday. To encourage attendee traffic, coffee breaks, dessert, and the wine and cheese reception will be set up in the exhibit hall.

Set up: Friday, July 12, 9:00 am – 1:00 pm

Exhibit hours:

Friday, July 12, 2019, 2:00 – 6:00 pm

3:30 – 4:00 pm (break)

Saturday, July 13, 9:30 am – 6:00 pm

10:00 – 10:30 am (coffee break)

12:00 – 1:30 pm (dessert reception)

3:00 – 3:30 pm (coffee break)

5:00 – 6:00 pm (wine and cheese reception)

Tear down and move out:

Saturday, July 13, 6:00 - 9:00 pm

Booth Rental Fees

On or before May 17, 2019 -- \$1,250

After May 17, 2019-- \$1,500

Exhibitor Badges and Exclusions

Exhibitor badges must be worn at all times while at the Practice Management Workshop. Exhibitors are not allowed into any education sessions under any circumstances.

Facility Regulations

Nothing may not be attached to any stationary wall, floor, window or ceiling with nails, staples, tape, or any other substance in order to prevent damage to the fine fixtures and furnishings. Distribution of gummed stickers or labels is strictly prohibited. Balloons, confetti, glitter, and fog machines are strictly prohibited.

Any signs and banners hung in the hotel must be professionally made. Handmade signs are not permitted.

Exhibitors must comply with all federal, state and local fire and building codes that apply to the facility.

All equipment must comply with federal, state and local electrical codes. All exhibitor equipment must be UL-approved.

Registration Envelope Inserts

Exhibitors have the option to purchase an advertising insert for the registration packets for \$300. Maximum of 1 insert per exhibitor. No product specific inserts will be allowed. Insert must be submitted for review and approval by AAAAI no later than June 12, 2019. Once approved by AAAAI in writing, inserts should be printed and shipped to the AAAAI office no later than June 24, 2019. Questions about this opportunity should be directed to Lauri Sweetman, Program Manager in the AAAAI Division of Practice and Policy at (414) 272-6071 or lsweetman@aaaai.org.

Promotional Activity and Distribution of Advertising

Promotional activities, such as demonstrations, may not interfere with normal traffic flow nor infringe on neighboring exhibits. Promotional activities will not be permitted outside of the exhibitor's assigned space. Canvassing or distribution of advertising material by an exhibitor is strictly prohibited outside of the exhibit hall or in any part of the meeting rooms, or public areas of the hotel.

Onsite Security/Storage

The exhibit hall located in the Rookwood room will be locked Friday night. AAAAI is not responsible for lost or stolen items left in the exhibit hall. Upon conclusion of the wine and cheese reception on Saturday evening, exhibitors must pack up their equipment/materials. Once your boxes have arrived at the hotel, you can arrange for pickup or delivery through the bell stand. Your guestroom will be charged according to the following scale:

- Boxes weighing less than 35 lbs. - \$1.50 each
- Boxes weighing between 35-100 lbs. - \$5.00 each
- Boxes weighing more than 100 lbs. will be charged 10% of the box weight.

You must be present to sign for the packages and inform the bellman where to post the delivery charge (room account). If you are not a guest in the hotel, you must pay cash for the delivery charge.

Shipping

Any package being shipped to the Hilton Cincinnati Netherland Plaza must be prepaid. The Hilton Cincinnati Netherland Plaza will not accept packages earlier than three (3) days prior to the program. The hotel is not responsible or liable for the delivery conditions and security of the packages. Any

package being shipped out of the hotel must be prepaid, addressed, labeled and ready for mailing.

All packages and boxes sent to the hotel must be marked as follows:

Hilton Cincinnati Netherland Plaza Hotel
Attn: (please list your onsite representative, preferably a hotel guest)
AAAAI 2019 Practice Management Workshop
July 11-14, 2019
35 West 5th Street
Cincinnati, OH 45202
(Box #/Total # of boxes)

Non-CME Programs

Non-CME Programs provide an opportunity for commercial organizations to present information about their products, services or therapeutic areas to delegates attending the workshop. The material presented may be promotional and may concentrate on a specific product. Non-CME Programs are two hours in length, scheduled on Friday evening only, and open to all workshop attendees (maximum capacity of 65 guests). **Only two non-CME Program opportunities are available on a first-come, first-serve basis.** Non-CME Programs include:

1. Function space at the AAAAI Practice Management Workshop hotel
2. One sign identifying the sponsor and session placed in front of the function room area (*sponsor may choose to provide sign*)
3. Listing of the event on the daily program board displayed near registration
4. Two-time use of the AAAAI Practice Management Workshop registration list (mailing to be approved by AAAAI and sent by sponsor) available June 17, 2019 and July 3, 2019
5. Listing of program within the supporter/exhibitor descriptions posted on the AAAAI website when purchased with an exhibit booth
6. Mention of the program (*identified as a non-CME Program sponsored by the company*) in one pre-workshop email sent to registered attendees by AAAAI
7. One advertising insert in the AAAAI Practice Management Workshop registration packets (*insert must be approved by AAAAI; 250 inserts due to AAAAI by June 24*).

Package Pricing

We offer early bird discounts to our supporters, as well as discounts for those supporters who would like to support the workshop in more than one way.

Deadlines	Booth	Non-CME Program	Combo
May 17, 2019	\$1,250	\$10,000	\$11,250
After May 17, 2019	\$1,500	\$12,000	\$13,500

Full payment is due with the completed application and supporter agreement.

Sponsorship Opportunities

In addition to exhibit space and non-CME programming opportunities, there are several sponsorship opportunities available for the Practice Management Workshop. Please review the menu of choices below and contact the AAAAI Division of Practice and Policy if you have any questions or to discuss these or other opportunities. Sponsors will be recognized with appropriate signage onsite in addition to the workshop website.

Handouts on Flash Drive -- \$3,000

Each workshop attendee will receive a flash drive pre-loaded with all workshop handouts, printed with your company logo and the AAAAI logo. No product specific logos will be allowed.

Hotel Room Keycards – \$2,500

Showcase your company logo on the guestroom keycards given to attendees. The supporter will coordinate and pay for the production of the keycards and will work directly with the hotel for distribution.

Meals or Breaks (Friday, Saturday, Sunday) - \$5,000

Please specify the meal/break you prefer to sponsor (Friday break, Saturday breakfast, Saturday lunch, Saturday reception, Sunday breakfast, Sunday

break). Next to each buffet table we will place a sign recognizing your contribution printed with your company logo and the AAAAI logo. No product specific logos will be allowed.

Exhibitors who choose one of the sponsorship options above will receive a \$500 savings on exhibit fees.

General Information

Hotel Rooms

A block of rooms is available at Hilton Cincinnati Netherland Plaza for attendees and supporters. Group rates are \$169 single/double. Reservations can be made online starting February 1, 2019. Please reference the AAAAI Practice Management Workshop by June 20, 2019 to obtain the special group room rate.

Cancellations

Cancellation of your participation must be submitted in writing, via email or on company letterhead, to the AAAAI executive office. A full refund will be issued for cancellations prior to May 17, 2019. No refunds will be issued for cancellations after May 17, 2019.

Questions

Questions about exhibit and non-CME program opportunities should be directed to Nicole Dahms, AAAAI Meetings Manager at (414) 272-6071 or ndahms@aaaai.org.

Questions about sponsorship opportunities should be directed to Lauri Sweetman, Program Manager in the AAAAI Division of Practice and Policy at (414) 272-6071 or lsweetman@aaaai.org.

Important Dates/Deadlines

May 17, 2019

- Deadline to apply for the early bird discount for both the exhibit space and non-CME program room

May 17, 2019

- Deadline to cancel booth space reservation with full refund

June 17, 2019

- First AAAAI attendee list sent to exhibitors and non-CME Program supporters

June 20, 2019

- Hotel cut-off date. Deadline to book discounted sleeping rooms.

June 24, 2019

- Deadline to provide ad inserts for inclusion in the registration bags to AAAAI
- Deadline to accept applications for exhibit space or non-CME program room

July 3, 2019

- Second AAAAI attendee list sent to non-CME supporters

July 8, 2019

- Earliest date that hotel can accept packages and store for use onsite

July 9, 2019

- Deadline to cancel hotel reservation for a full refund (48 hours in advance of check-in)

July 12, 2019

- Deadline to pick-up your equipment and materials from the storage room



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Supporter Application

Please complete the following application, along with the Supporter Agreement and Payment Authorization Form by June 24, 2019. Applications will be accepted and assigned on a first-come, first-served basis.

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Exhibits

- We would like to add a highboy table to our booth (\$50) Yes [] # ___ x \$50 No []
- We would like to add a printed piece to the registration bag (\$300) Yes [] No []
- We would like to add a Wi-Fi Connectivity port to our booth (\$50) Yes [] # ___ x \$50 No []

Company Listing:

Please provide a short description of your company and the products/services that you will be showcasing. Please limit the description to 50 words or less. The AAAAI reserves the right to edit all submitted copy. *(Please print or type clearly)*

Non-CME Programs

Non-CME Programs are direct bill functions, and all charges associated with this event are the responsibility of the supporter. Non CME program sponsors are required to work directly with the hotel on the coordination and arrangement of the necessary set-up, audio/visual, catering and other requirements for the function.

[] We would like to host a non-CME program (\$10,000)

The AAAAI does not endorse nor sanction non-CME Programs, and no such relationship should be inferred by you or implied to your participants.

Sponsorships

- [] We would like to sponsor the handouts on flash drives (\$3,000)
- [] We would like to sponsor hotel room keycards for workshop attendees (\$2,500)
- [] We would like to sponsor a meal or break during the workshop (\$5,000 each)
 - [] Break on Friday, July 12
 - [] Breakfast on Saturday, July 13
 - [] Lunch on Saturday, July 13
 - [] Wine and cheese reception on Saturday, July 13
 - [] Breakfast on Sunday, July 14

Application must accompany Supporter Agreement and Payment Authorization



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Supporter Agreement

Organization: _____

This is your invoice and contract. No additional invoice will be issued. Please keep a copy for your records.

The AAAAI is hereby authorized to reserve exhibit space/non-CME program/sponsorship opportunity outlined in the above application(s) for the company listed above for the 2019 Practice Management Workshop to be held July 12 – 14, 2019 at Hilton Cincinnati Netherland Plaza. We understand that the assigned space will be rented at the rate(s) quoted above. We understand further that all spaces must be paid for in full on or before June 24, 2019. If assigned space is not paid for in full by the specified date, it may be reassigned to another company without notification at the discretion of the AAAAI. The participating company agrees to abide by all rules and regulations governing support set forth above, which is made part of this contract by reference and fully incorporated herein.

We further agree to abide by the shipping and facility regulations of the venue and understand that exhibitors and sponsors are prohibited from participating in or observing any of the educational sessions. We understand the set-up and break-down schedule as it is outlined in the prospectus.

Hold Harmless Clause: The participating company assumes the entire responsibility and hereby agrees to protect, indemnify, defend and save the American Academy of Allergy, Asthma & Immunology, Hilton Cincinnati Netherland Plaza and their employees and agents to hold harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by the participating company's installation, removal, maintenance, occupancy or use of the premises or part thereof, excluding any such liability caused by the sole negligence of American Academy of Allergy, Asthma & Immunology, Hilton Cincinnati Netherland Plaza, its employees and agents.

In addition, the participating company acknowledges that the American Academy of Allergy, Asthma & Immunology and Hilton Cincinnati Netherland Plaza do not maintain insurance covering the participating company's property and that it is the sole responsibility of the company to obtain business interruption and property damage insurance covering such losses by the participating company.

Cancellation:

Cancellation of your participation/support must be submitted in writing, via email or on company letterhead, to the AAAAI executive office. A full refund will be issued for cancellations prior to May 17, 2019. No refunds will be issued for cancellations after May 17, 2019.

Authorized Signature: _____ **Date:** _____

Print Name/Title: _____

Please return Supporter Application, Supporter Agreement, and Payment Authorization Form to:

Nicole Dahms, AAAAI Meetings Manager
American Academy of Allergy, Asthma & Immunology
555 East Wells Street, Suite 1100
Milwaukee, WI 53202-3823
Phone: (414) 272-6071
Fax: (414) 272-6070
Email: ndahms@aaaai.org



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Payment Authorization Form

Organization: _____

Participation Fee Chart:

Deadline	Booth Fee	Non-CME Program Fee	Combo Price	Rate Notes
By May 17, 2019	\$1,250	\$10,000	\$11,250	Early Bird Rates
By June 29, 2019	\$1,500	\$12,000	\$13,500	Standard Rates

Full payment is due with the completed application and contract. See below.

Exhibit Space Fee: \$ _____
Highboy Table(s) Fee (\$50 each): \$ _____
Registration Bag Insert Fee (\$300): \$ _____
Non-CME Program Fee: \$ _____
Booth/Non-CME Program Combo Fee: \$ _____
Sponsorship Fee: \$ _____
Sponsorship Opportunity Discount (\$500 if applicable): \$ _____

TOTAL AMOUNT DUE: \$ _____

Please complete the information below to pay by Credit Card:

American Express MasterCard VISA Amount to Charge: \$ _____

Card Number: _____ Exp. Date: _____

Card Holder Name: _____

Card Billing Address: _____

Card Holder Signature: _____

Please find our check enclosed with this form.

Please make checks payable to: American Academy of Allergy, Asthma & Immunology